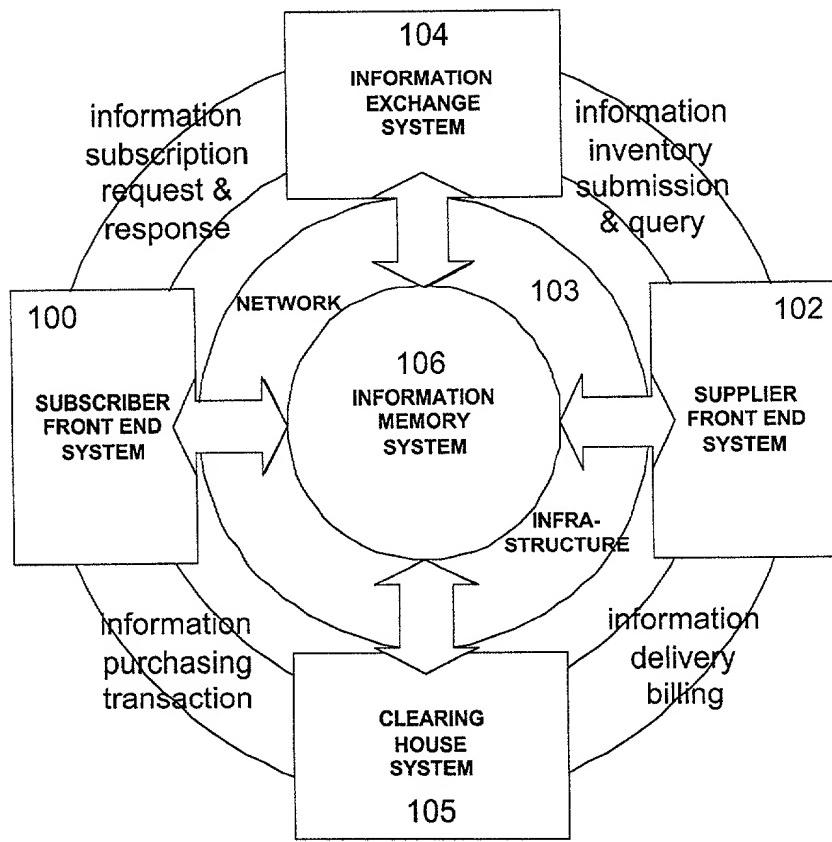


# ACCOUNT-BASED INFORMATION CONTROL AND EXCHANGE UTILITY



## ACCOUNT-BASED ON REQUEST INFORMATION CONTROL AND EXCHANGE UTILITY

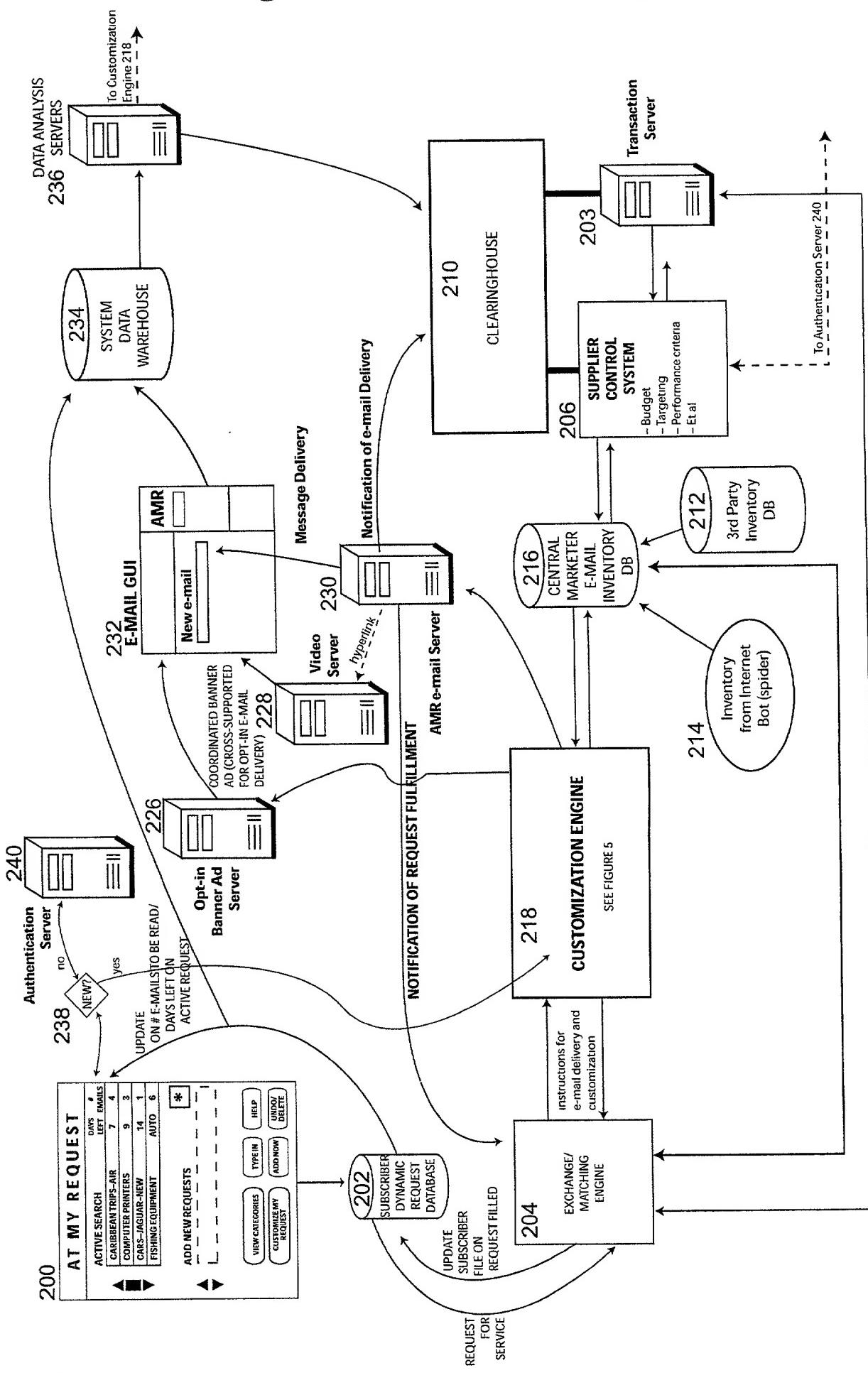
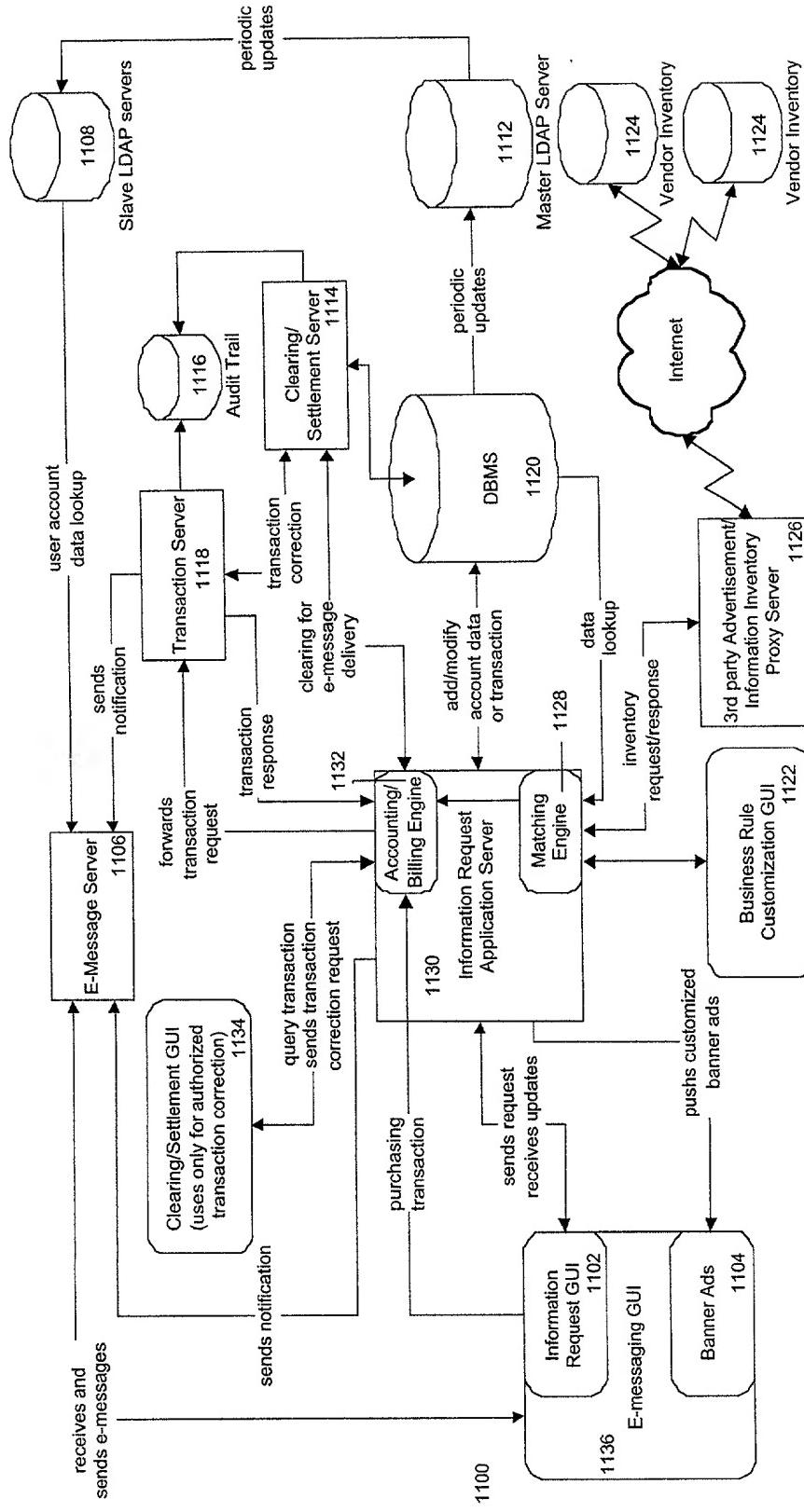


Figure 2

## SYSTEM ARCHITECTURE FOR THE PRESENT INVENTION



900

# ABC Service Provider e-Mail Service

Powered by ZoEmail—Zero Spam, Enhanced Privacy e-Mail

920 Check Mail

922 Compose

924 Folders

926 Addresses

934 Search

936 Options

938 Help Desk

940 Sign Out

942

Personal Inbox

Outbox

Draft

Trash

904

Check Mail

Compose

Folders

Addresses

Search

Options

Help Desk

Sign Out

942

Personal Inbox

Outbox

Draft

Trash

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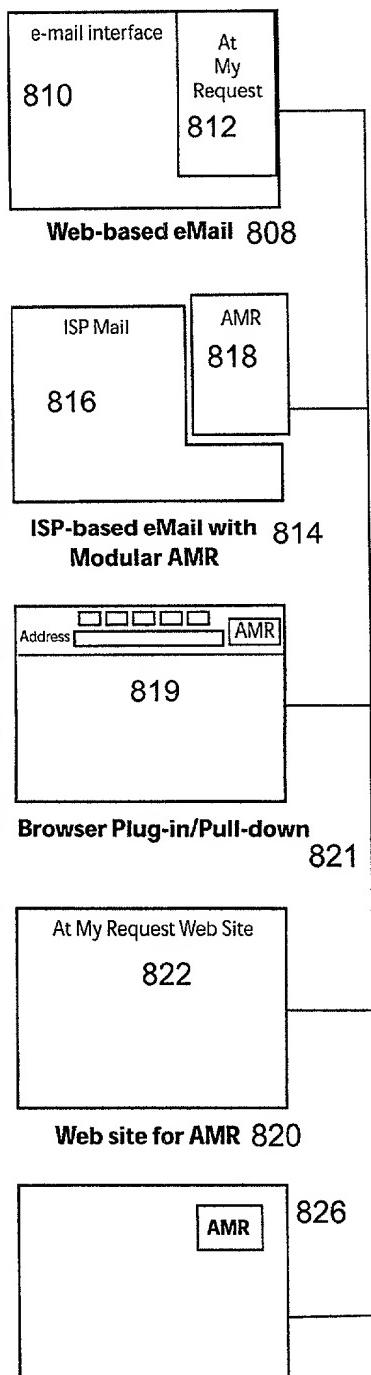
	From	Date	Subject	Size
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Figure 4

# "AT MY REQUEST"—DYNAMIC ON REQUEST SELECTION ENGINE™: USER-CUSTOMIZED ON SCREEN PERSONAL INFORMATION CONTROL DASHBOARD

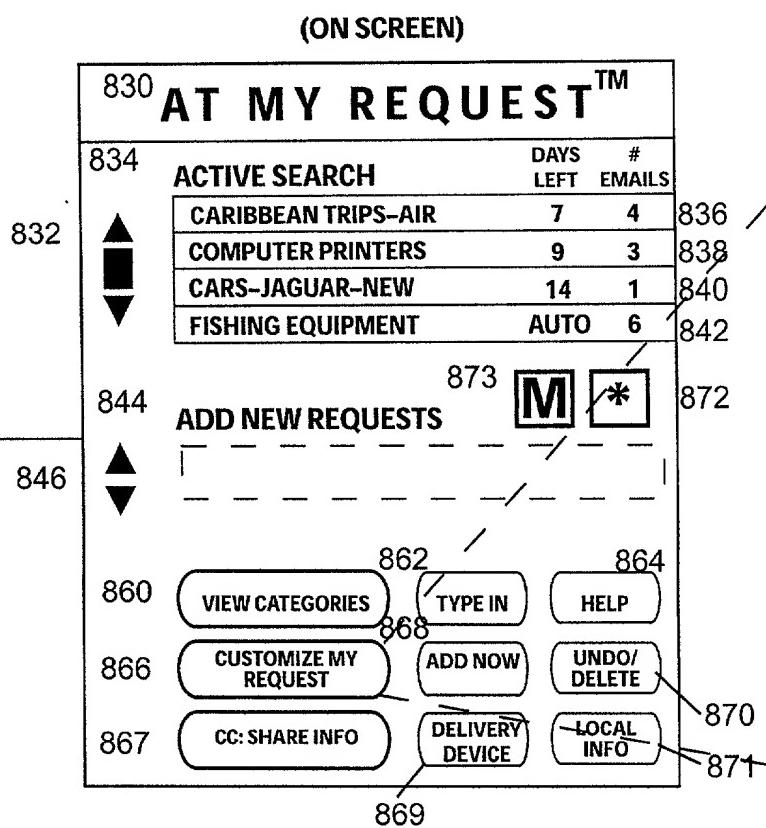
800

## ALTERNATIVE USER ACCESS



802

## ON SCREEN AMR FUNCTION



- Can highlight active requests and see what the custom criteria are that have been set.
- Flashing means new messages from service.
- CC: SHARE INFO is sent as a forward to friends/family from the AMR user so it doesn't have the appearance of spam. (An opt-out functionality is provided for such recipients.)
- [M] is a button that automatically sets forwarding of the emails to go to a Mobile device (in addition to the desktop default.)
- Local Info button opens new window in which user can designate geographic specifications from which information is desired.

# PERSONALIZABLE INFORMATION CONTROL & EXCHANGE UTILITY

804

## AMR POP UP FOR REQUEST CUSTOMIZATION

**CUSTOMIZE MY REQUEST** 876  
(if no input will use defaults)

<TODAY'S DATE> 874

**CARIBBEAN-TRIPS-AIR** 878

882 **VIEW CATEGORIES** 884 **TYPE IN** 886 **HELP**

888  HOW LONG ACTIVE? DAYS 1 2 3 4 5 6 7  
(highlight)  
WKS 1 2 3 4 6 8 12  
MON 1 2 3 4 6 8 12

890  NO TIME LIMIT

892  AUTOMATIC UPDATE?  WEEKLY  MONTHLY

894  HOW MUCH? A LITTLE  SLIDE → LOT (15+)

895  INCLUDE RELATED SUBJECTS?  YES  NO

896  OTHER PREFERENCES

897  SPECIAL FORMATS? CHECK TO OK  
 HTML/PIX  VIDEO  AUDIO

898  CC: SHARE INFO <ADD FRIENDS TO RECEIVE>

899  DELIVERY DEVICE <DEVICE PREFERENCES>

850 **OK TO ADD** 852 **UNDO** 851 **NEXT SEARCH**

852 **MY PROFILE** 851 **MY ACCOUNT HISTORY** 851 **MY eWALLET**

851 **CANCEL**

Preferences are user-coded (and/or based on historical usage)

**CC: SHARE INFO** 801

802  CREATE LIST:  
FORWARD INFO FROM THIS REQUEST TO THIS NEW LIST:  
<TYPE IN YOUR CC:S> 803

805  ENTER LIST NAME> 806 **SAVE LIST**

807  USE EXISTING LIST:  
FORWARD INFO FROM THIS REQUEST TO EXISTING LIST:  
813 **LIST A: MY FISHING BUDDIES** 811

809  JOHN2001@AOL.CO  
 BILLSMITH54@EL.NET  
 JOE+SWIFT@LSN.COM

815 **ADD ALL** 817 **EDIT LIST** 823 **CANCEL** **ACCEPT CHANGES** 849

**DELIVERY DEVICE PREFERENCE** 825  
HOW TO DELIVER @ MY REQUEST INFO:

826  FOR THIS REQUEST  FOR ALL MY REQUESTS 827

828  TO E-MAIL @ [HOME] 829  TO E-MAIL @ [WEBMAIL]

831  TO E-MAIL @ [OFFICE] 833  TO MY WEB PHONE @

835  TO MY WIRELESS PDA @ 837  TO MY PAGER @

839  TO MY INSTANT MESSENGER @ 841  TO MY PRINTER @ IP ADDRESS

843  TO INTERNET APPLIANCE 845  TO FAX OR PHONE

849 **CANCEL** **ACCEPT CHANGES** 867

Figure 5b

## "AT MY REQUEST"™—GEOGRAPHIC REQUEST SPECIFICATION PANEL

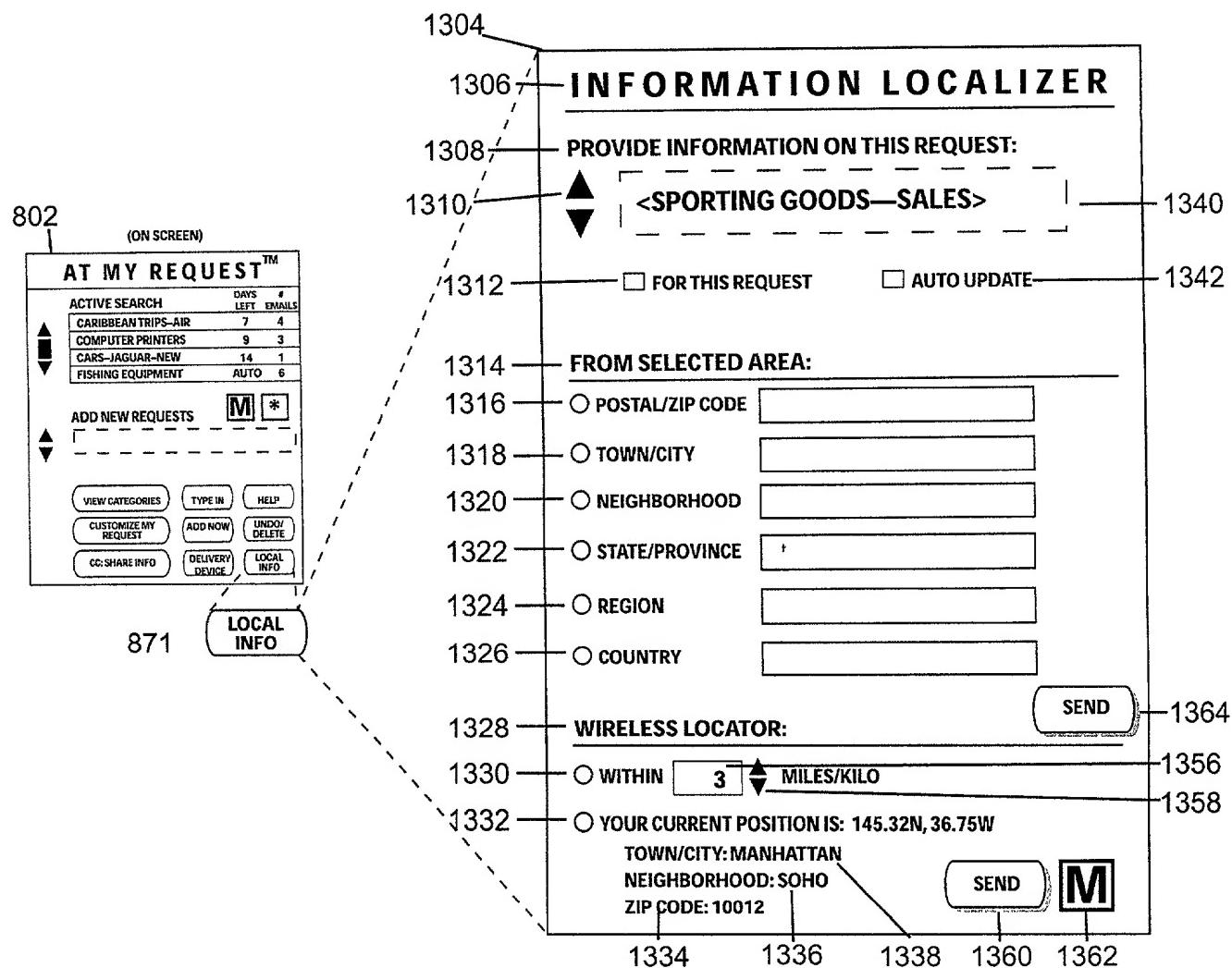


Figure 6

## "AT MY REQUEST"—DETAIL OF CUSTOMIZATION ENGINE

TRANSACTIONAL MARKETING SYSTEM

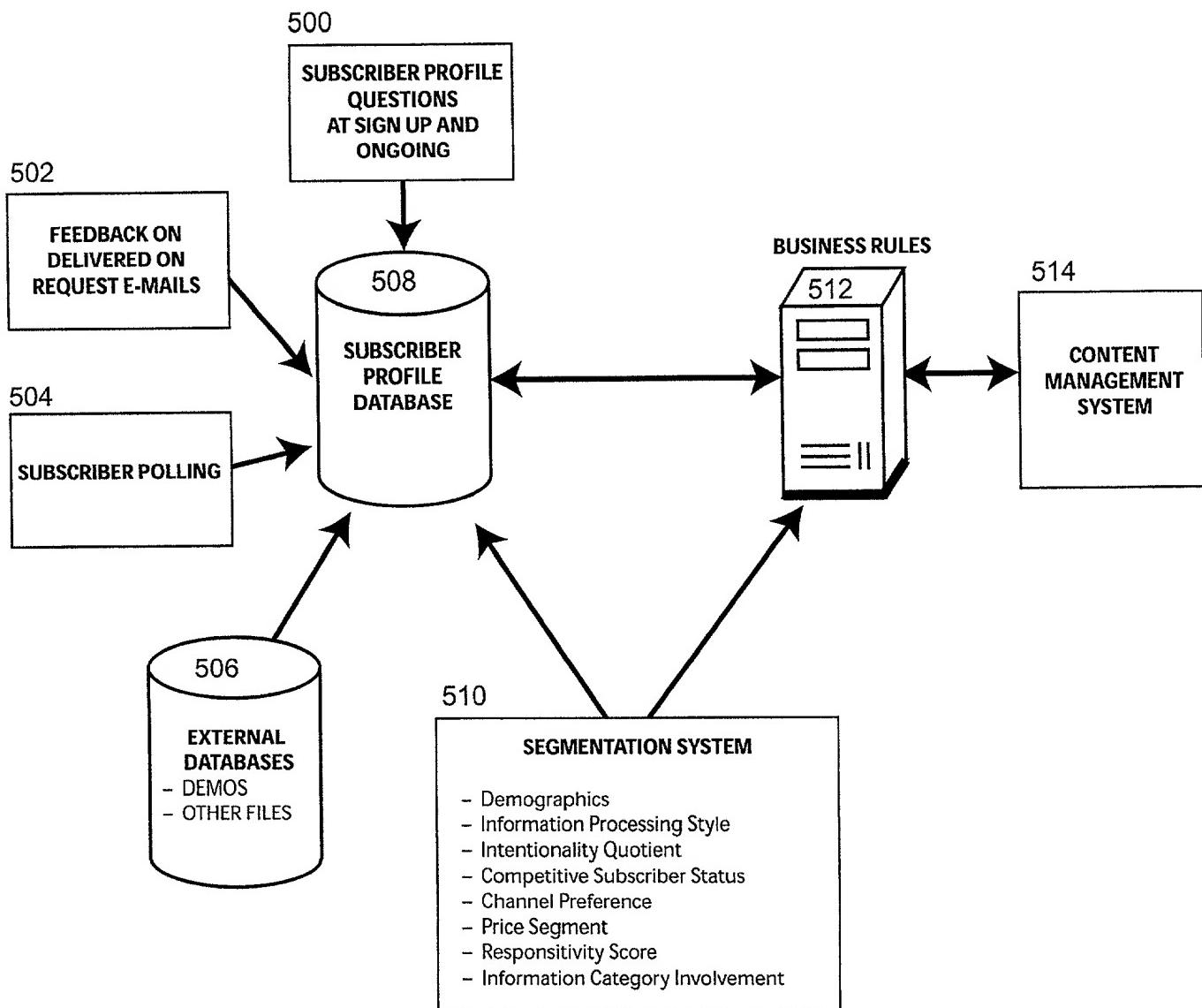


Figure 7

© 2000 Zoë Corp

# "AT MY REQUEST"—REPRESENTATION OF CENTRAL POSTING SYSTEM OF ACTIV

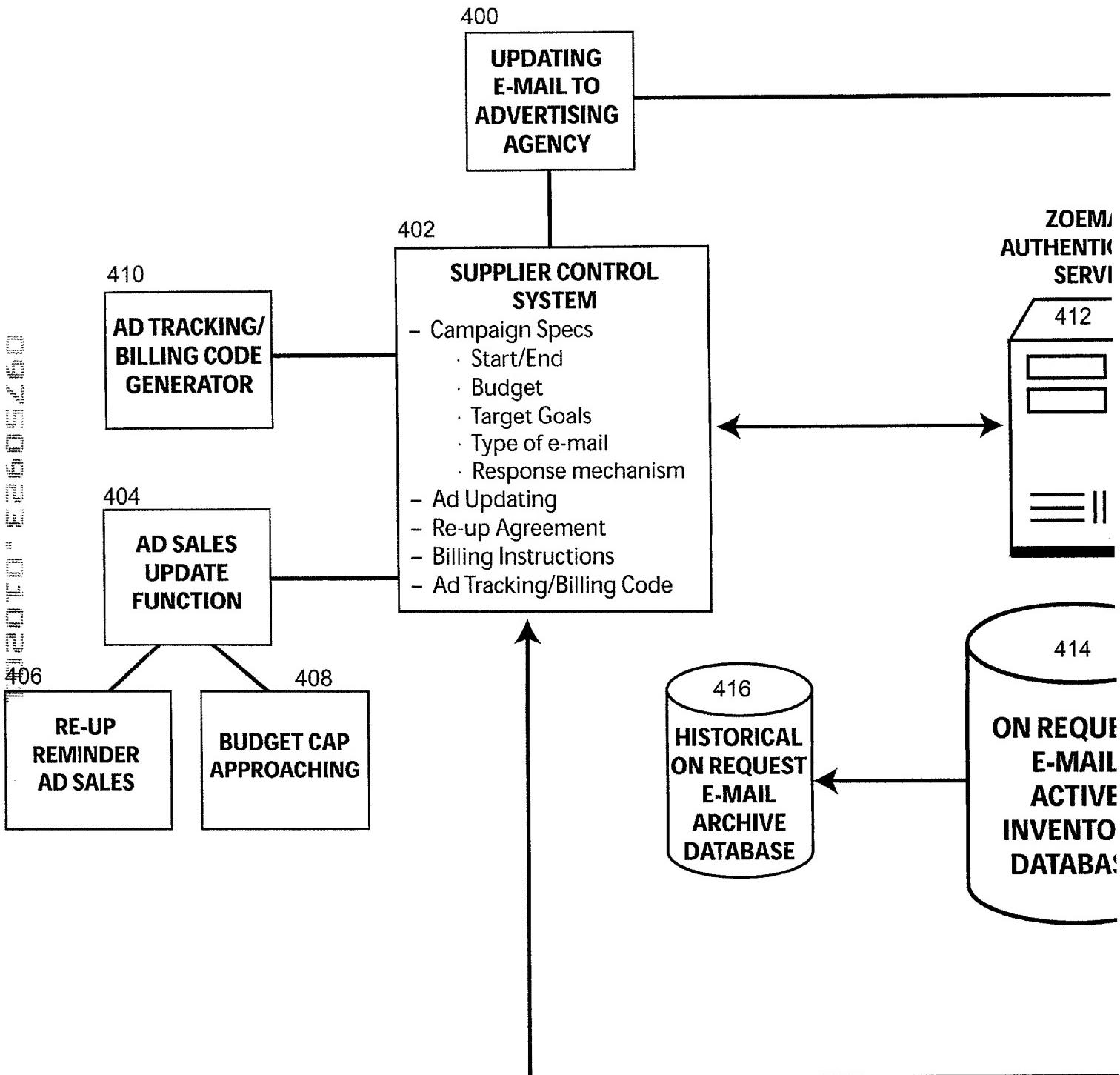


Figure 8a

## E E-MAIL INVENTORY—WITH TWO ALTERNATIVE MEANS OF UPDATING

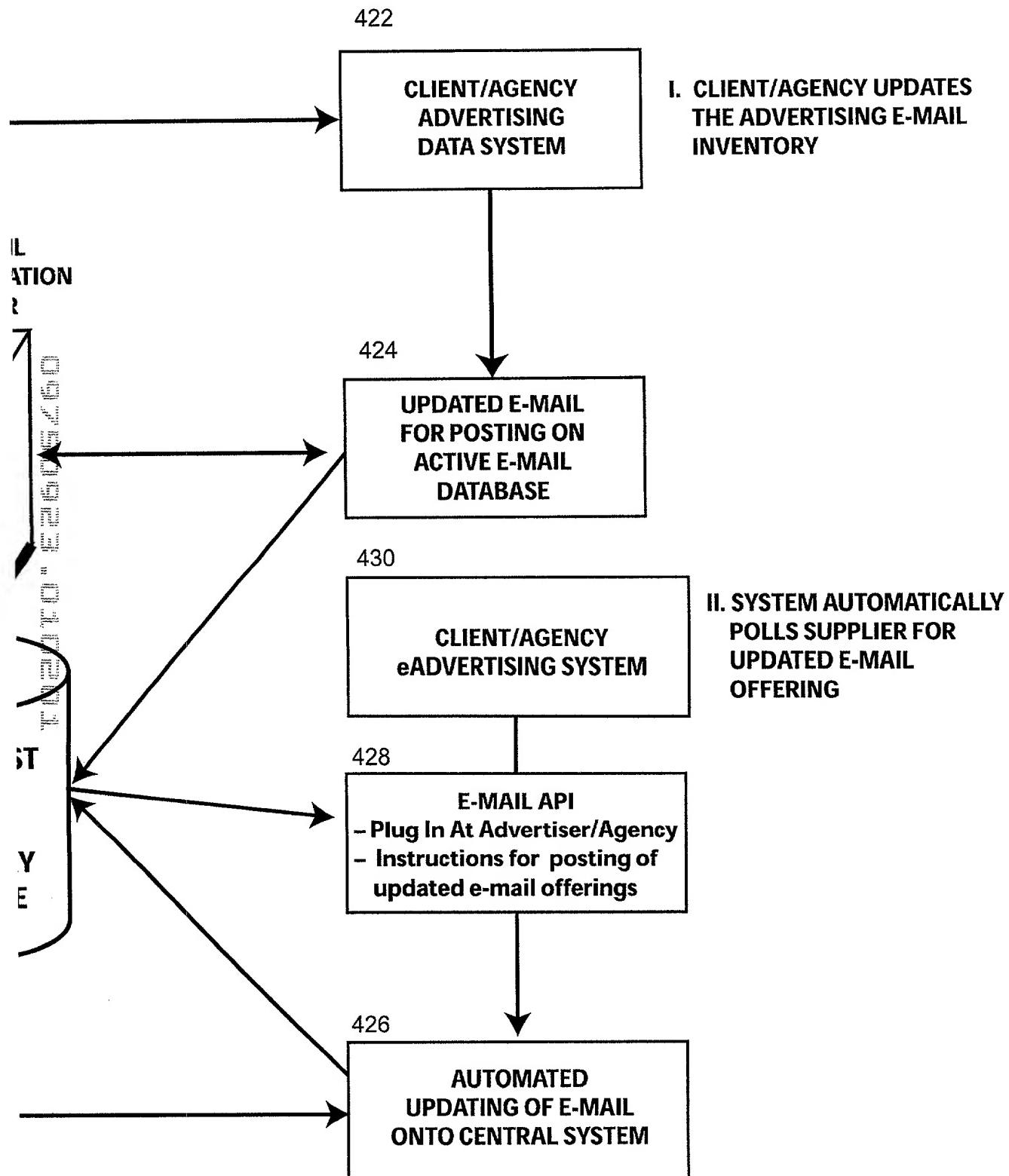


Figure 8b

1400 "AT MY REQUEST"—SUPPLIER ACCOUNT MANAGEMENT INTERFACE

			DATE:	TIME:
1402	<b>PRIMARY</b> <input type="checkbox"/> Agency <input type="checkbox"/> Client Name: 1406 1408 1410		<b>BACKUP</b> <input type="checkbox"/> Agency <input type="checkbox"/> Client 1412 1414 1416	
1404	e-mail:			
1418	Phone:			
1420	Fax:			
1422	Mail:			
1424				
1426				
1428	<b>BILLING CONTACT</b> 1446 1448			1450 1452 1454
1430	1444	<b>PRIMARY</b> <input type="checkbox"/> Agency <input type="checkbox"/> Client	<b>BACKUP</b> <input type="checkbox"/> Agency <input type="checkbox"/> Client	
1432	Name:			
1434	e-mail:			
1436	Phone:			
1438	Fax:			
1440	Mail:			
1442				
1456	<b>Client:</b>			
1458	<b>Brand:</b>			
1460	<b>Product Lines:</b>			
1462	<b>Campaigns:</b> <name> 1466	<tracking code> 1468		
1464				
1470	<b>Master Contract:</b>			
1472	<b>Affiliate Relationship:</b>			
1474	<b>Current Volume Discount:</b>			
1476	<b>Exclusivities (if any):</b>			
	<b>VIEW PRIOR EDIT</b>	<b>CAMPAIGN PLANNING</b>	<b>CLASSIFY</b>	<b>RESULTS</b>

1470

1472

1474

1476

Figure 9a

© 2000 ZOECORP

1500 "AT MY REQUEST"—SUPPLIER CAMPAIGN PLANNING INTERFACE

1525 DATE: 1527

<b>BRAND:</b> _____ <b>PRODUCT:</b> _____ <b>CAMPAIGN:</b> _____ <b>Name:</b> _____ <b>Execution(s):</b> _____ <b>Format:</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <input type="checkbox"/> Text Only <b>Promotional Offer:</b> _____ <b>Promotional Updating:</b> _____ <a href="#">View e-Mail</a>			<b>PERFORMANCE GOALS</b>
			<b>Delivery:</b> _____ <b># Responses:</b> _____ <b>% Response:</b> _____ <b>Cost Per Response:</b> _____
<b>TIME FRAME</b> <b>Start Date:</b> _____ <b>End Date:</b> _____ <input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close <b>Soft Close Criteria:</b> <input type="checkbox"/> Continue to delivery goal <input type="checkbox"/> Add to budget (see below)			<b>TARGET DEFINITION</b>
			<b>Run of Service:</b> _____ <b>Demographic Preferences:</b> _____ <b>Purchase Intentionality:</b> _____ <b>Targeting Hierarchy:</b> _____
<b>BUDGET</b> <b>ORIGINAL</b> <a href="#">REVISE 1</a> <a href="#">REVISE 2</a>  <input type="checkbox"/> Increment budget by ____% (per contact pre-approved if Cost per Response is within allowable)			<b>OPTIMIZATION FUNCTIONS</b>
			<input type="checkbox"/> # Responses <input type="checkbox"/> Cost per Response <input type="checkbox"/> Opti*Mark (Cross Media)
			<b>BANNER AD INTEGRATION</b>
			<a href="#">Cross Support Planning</a>
<b>ROTATION</b> <input type="checkbox"/> HTML <input type="checkbox"/> Video <b>IF yes, rotate executions*</b> <input type="checkbox"/> To same recipient within ____ days <input type="checkbox"/> If cost per response falls ____% over goal <b>* Execution codes for rotation</b> _____      _____ _____      _____ _____      _____			<b>PRODUCT CLASSIFICATION SUMMARY</b>
			<b>Category:</b> _____ <b>Sub-category:</b> _____ <b>SKU:</b> _____ <b>Price/Range:</b> _____ <b>Promotional Type:</b> _____
			<a href="#">Classification Interface</a> 1515
<a href="#">Revision History</a>		<a href="#">Acct. Mgt.</a>	<a href="#">Classify</a>
			<a href="#">Results Time:</a>

1517

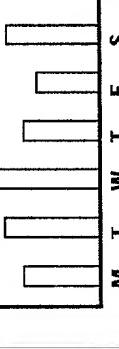
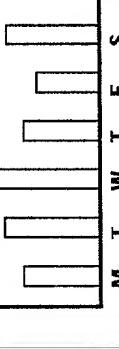
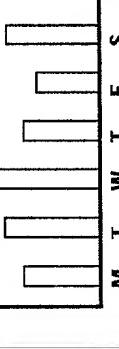
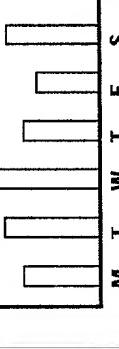
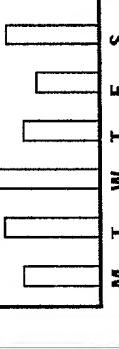
1519

1521

1523

Figure 9b

1600 "AT MY REQUEST"—SUPPLIER PERFORMANCE & RESULTS ANALYSIS INTERFACE

1604	BRAND: _____	E-MAIL RESPONSE ANALYSIS																						
1608	PRODUCT: _____	Today			7 Days		30 Days																	
1610	CAMPAIGN: _____																							
1612	Name: _____																							
1614	Execution(s): _____																							
1616	Budget: _____																							
1618	Format: <input type="checkbox"/> HTML. <input type="checkbox"/> Video <input type="checkbox"/> Text Only																							
1620	Promotional Offer: _____																							
1622	Promotional Updating: _____																							
1624	<a href="#">VIEW E-MAIL</a>																							
1626	E-MAIL DELIVERY SUMMARY																							
1628	 <table border="1"> <thead> <tr> <th>Day</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>Total:</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> </tr> </tbody> </table> <p><input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign</p>								Day	M	T	W	T	F	S	S	Total:	—	—	—	—	—	—	—
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Total:	—	—	—	—	—	—	—																	
1630	 <table border="1"> <thead> <tr> <th>Day</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>Total:</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> </tr> </tbody> </table> <p><input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign</p>								Day	M	T	W	T	F	S	S	Total:	—	—	—	—	—	—	—
Day	M	T	W	T	F	S	S																	
Total:	—	—	—	—	—	—	—																	
1632	 <table border="1"> <thead> <tr> <th>Day</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>Total:</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> </tr> </tbody> </table> <p><input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign</p>								Day	M	T	W	T	F	S	S	Total:	—	—	—	—	—	—	—
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Total:	—	—	—	—	—	—	—																	
1636	 <table border="1"> <thead> <tr> <th>Day</th> <th>M</th> <th>T</th> <th>W</th> <th>T</th> <th>F</th> <th>S</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>Total:</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> <td>—</td> </tr> </tbody> </table> <p><input type="checkbox"/> Today <input type="checkbox"/> 7 Days <input type="checkbox"/> 30 Days <input type="checkbox"/> YTD <input type="checkbox"/> Campaign</p>								Day	M	T	W	T	F	S	S	Total:	—	—	—	—	—	—	—
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Total:	—	—	—	—	—	—	—																	
1638	RECIPIENT BEHAVIOR SUMMARY																							
1640	Current		1615		Prior		1617	HISTORICAL REGAP & COMPARISON																
1642	#	%	#	%	#	%		<a href="#">VIEW E-MAIL</a>	<a href="#">EMAIL</a>															
1644	<input type="checkbox"/> e-Mail Reply	—	—	—	—	—		<input type="checkbox"/> Vs. Prior Campaign: # 1 # 2 # 3 # 4	<a href="#">Email</a>															
1646	<input type="checkbox"/> Purchase	—	—	—	—	—		<input type="checkbox"/> Criteri: % Response	<input type="checkbox"/> # Response	<input type="checkbox"/> Cost per Resp.														
1648	<input type="checkbox"/> Web Site Access	—	—	—	—	—		<input type="checkbox"/> Response %	<input type="checkbox"/> 2	<input type="checkbox"/> 1														
1650	<input type="checkbox"/> Forward	—	—	—	—	—		<input type="checkbox"/> Response %	<input type="checkbox"/> 2	<input type="checkbox"/> 1														
1652	<input type="checkbox"/> Store	—	—	—	—	—		<input type="checkbox"/> Response %	<input type="checkbox"/> 2	<input type="checkbox"/> 1														
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## 1700

**"AT MY REQUEST"—E-MAIL PRODUCT/INFORMATION CLASSIFICATION INTERFACE**

1702	1704	BRAND:	<input type="text"/>	Start Date:	<input type="text"/>	DATE: 1754	TIME: 1756
1706	1708	PRODUCT:	<input type="text"/>	End Date:	<input type="checkbox"/> Hard Close <input type="checkbox"/> Soft Close	1760	1758
1708	CAMPAIGN:	<input type="text"/>				1762	
1710	E-MAIL:	<input type="text"/>				1764	
1712	1714	Category:	<input type="text"/> clothing	PROMOTIONAL OFFER		1766	
1716	1718	Sub-category 1:	<input type="text"/> womens	Promo Type:	<input type="checkbox"/> Rebate 1774 <input type="checkbox"/> Free Premium 1784	1768	
1720	1722	Sub-category 2:	<input type="text"/> outerwear		<input type="checkbox"/> Instant Refund 1776 <input type="checkbox"/> Self-Liquidator 1786	1770	
1722	1724	Sub-category 3:	<input type="text"/> winter		<input type="checkbox"/> Coupon Voucher 1778 <input type="checkbox"/> Referral Incentive 1788	1772	
1724	1726	Sub-category 4:	<input type="text"/> coats		<input type="checkbox"/> Two-Fer 1780 <input type="checkbox"/> Other: _____	1790	
1726	1728	Sub-category 5:	<input type="text"/> synthetic fiber	Promo Start Date:	<input type="text"/>	1792	
1728	1730	Sub-category 6:	<input type="text"/> filled	Promo End Date:	<input type="text"/>	1794	
1730	1732	Sub-category 7:	<input type="text"/> water-proof	Incremental cost for promo:	<input type="text"/>	1796	
1732	1734	Sub-category 8:	<input type="text"/> hooded	Per Use \$ <input type="text"/>	<input type="text"/>	1798	
1734	1736	Sub-category 9:	<input type="text"/> petite	Budget \$ <input type="text"/>	<input type="text"/>	1701	
1736	1738	Sub-category 10:	<input type="text"/> designer label	Criteria for promo duration:	<input type="text"/>	1703	
1738	1740	PRICING	keep posted until	<input type="checkbox"/> # Responses	<input type="text"/>	1705	
1742	1744			<input type="checkbox"/> Promo \$	<input type="text"/>	1707	
1744	1746	■ Base Price:	\$ <input type="text"/> /	BANNER AD INTEGRATION		1709	
1746		■ Special Offer to Preferred Customer	\$ <input type="text"/> /	Ad: <Headline>	<input type="text"/>	1711	
				Code:	<input type="text"/>	1713	
				Start Date:	<input type="text"/>	1715	
				End Date:	<input type="text"/>	1717	
				When Run:		1719	
1748	1750	■ 1st Reduction	\$ <input type="text"/> /	<input type="checkbox"/> When Request is Made 1721			
1750	1752	■ 2nd Reduction	\$ <input type="text"/> /	<input type="checkbox"/> After First e-Mail Sent 1723			
1752		■ 3rd Reduction	\$ <input type="text"/> /	<input type="checkbox"/> With Each New e-Mail Group 1725			
				<input type="checkbox"/> At Reply 1727			
				<input type="checkbox"/> Stop After Request Not Active 1729			
				<input type="checkbox"/> Continue After Request Not Active 1731		1737	
				1733			
					<input type="text"/> Planning	<input type="text"/> Results	

Figure 9d

# "AT MY REQUEST"—SUBSCRIBER HISTORY

*(maintained by system as secure, private data)*

Printed on 12/10/2000 10:29 AM

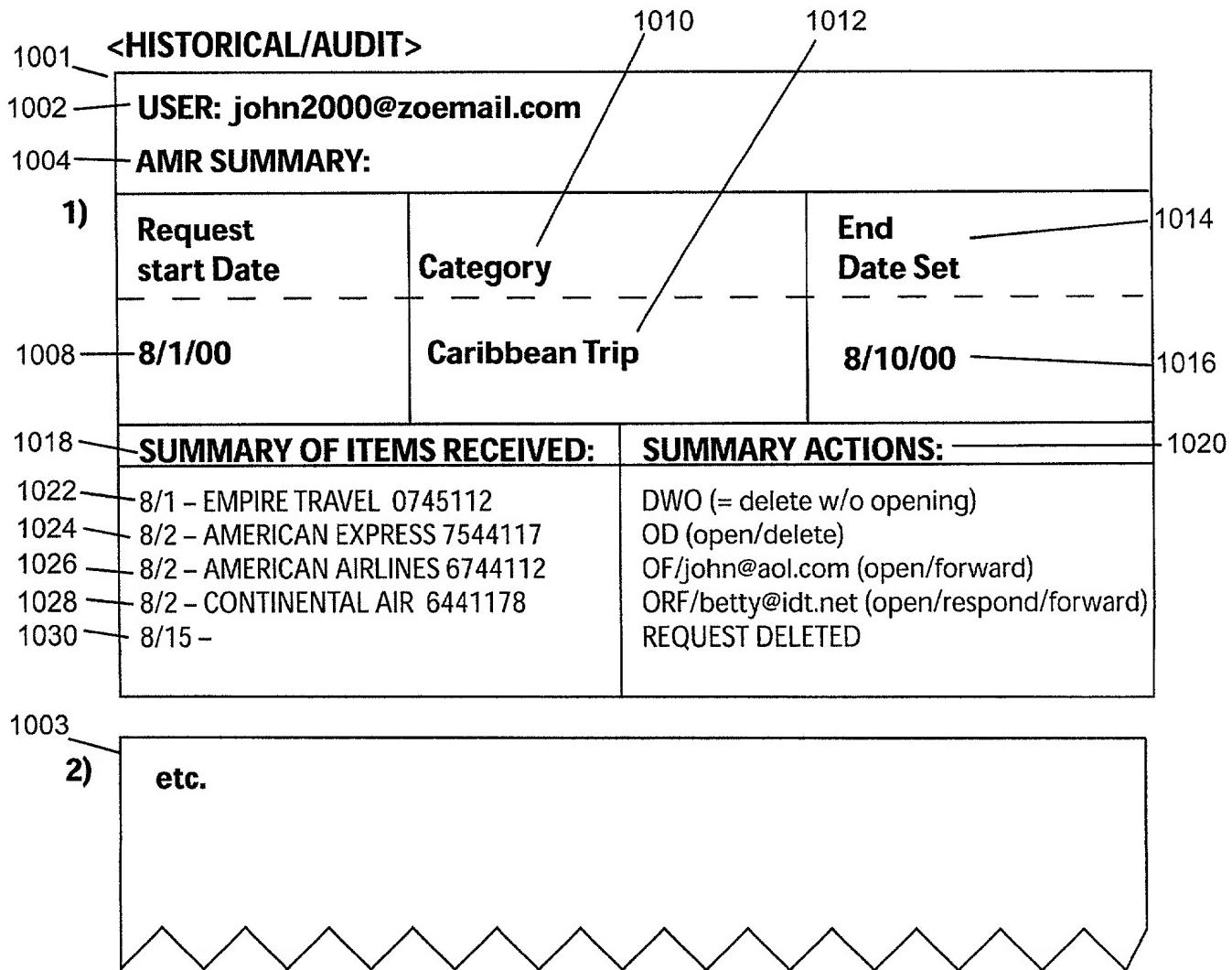
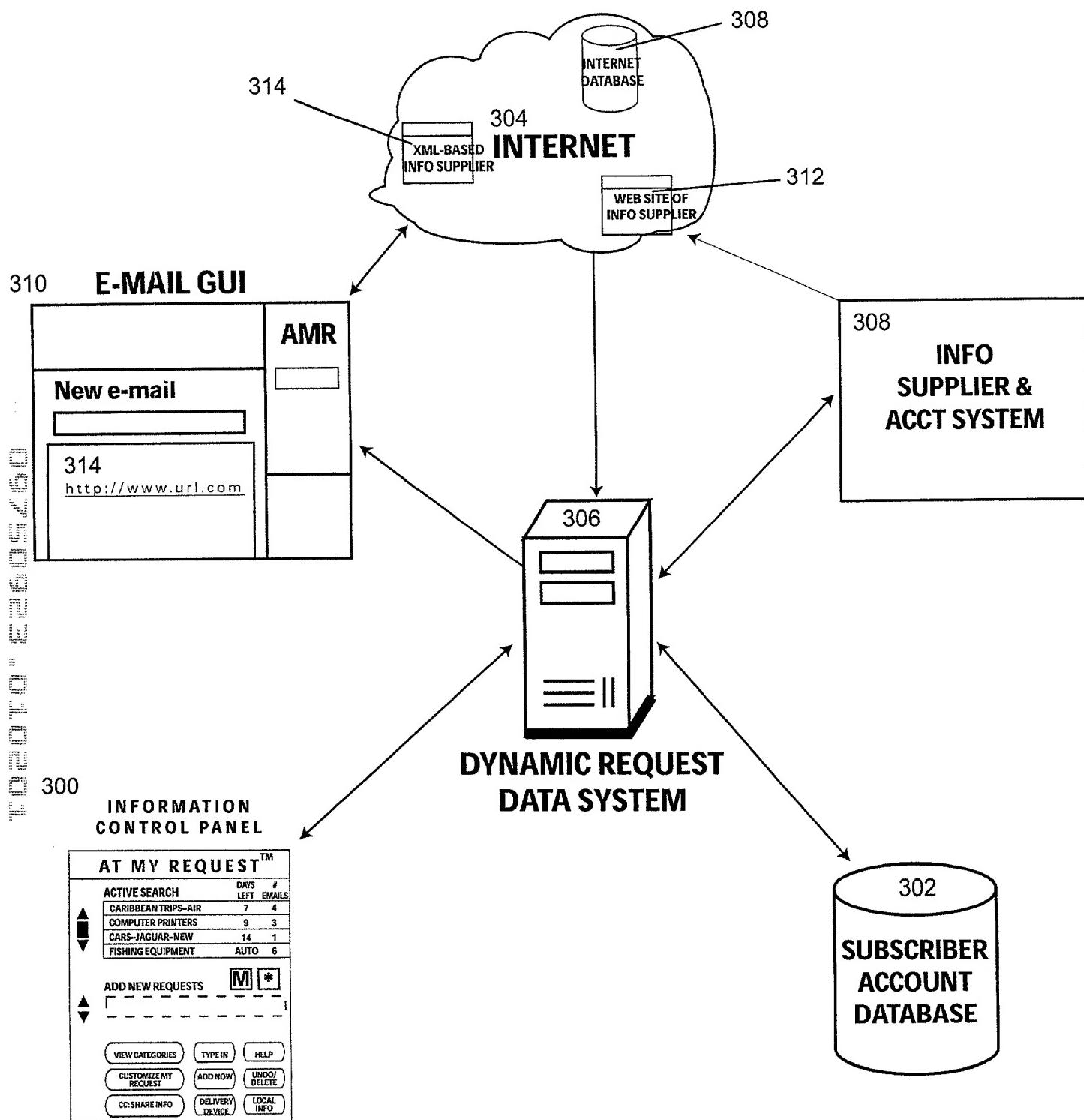


Figure 10

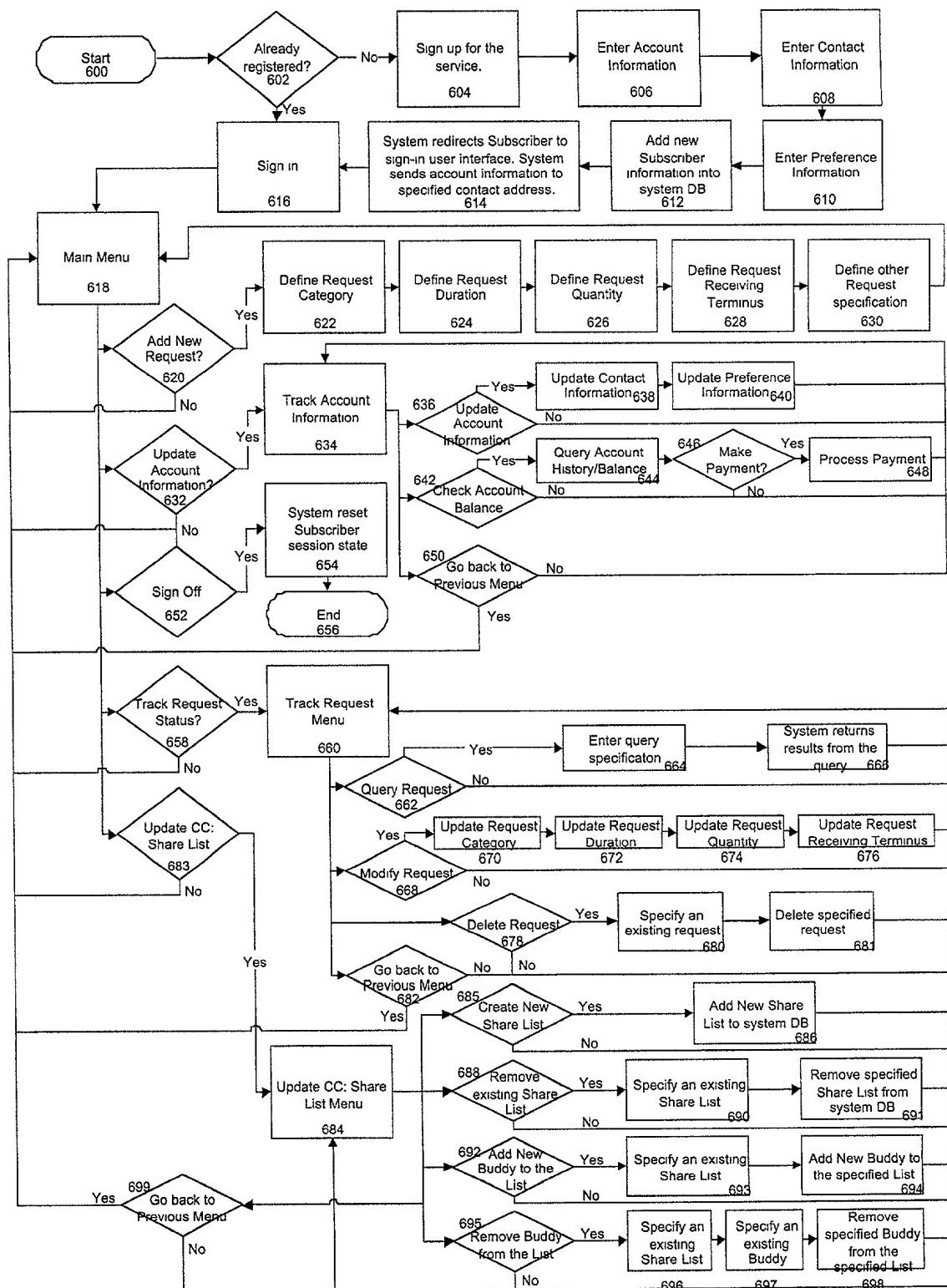
**AT MY REQUEST**  
**ALTERNATIVE EMBODIMENT**  
**USER ACCOUNT-DRIVEN, SEARCH ENGINE-BASED REQUEST FULFILLMENT SYSTEM**



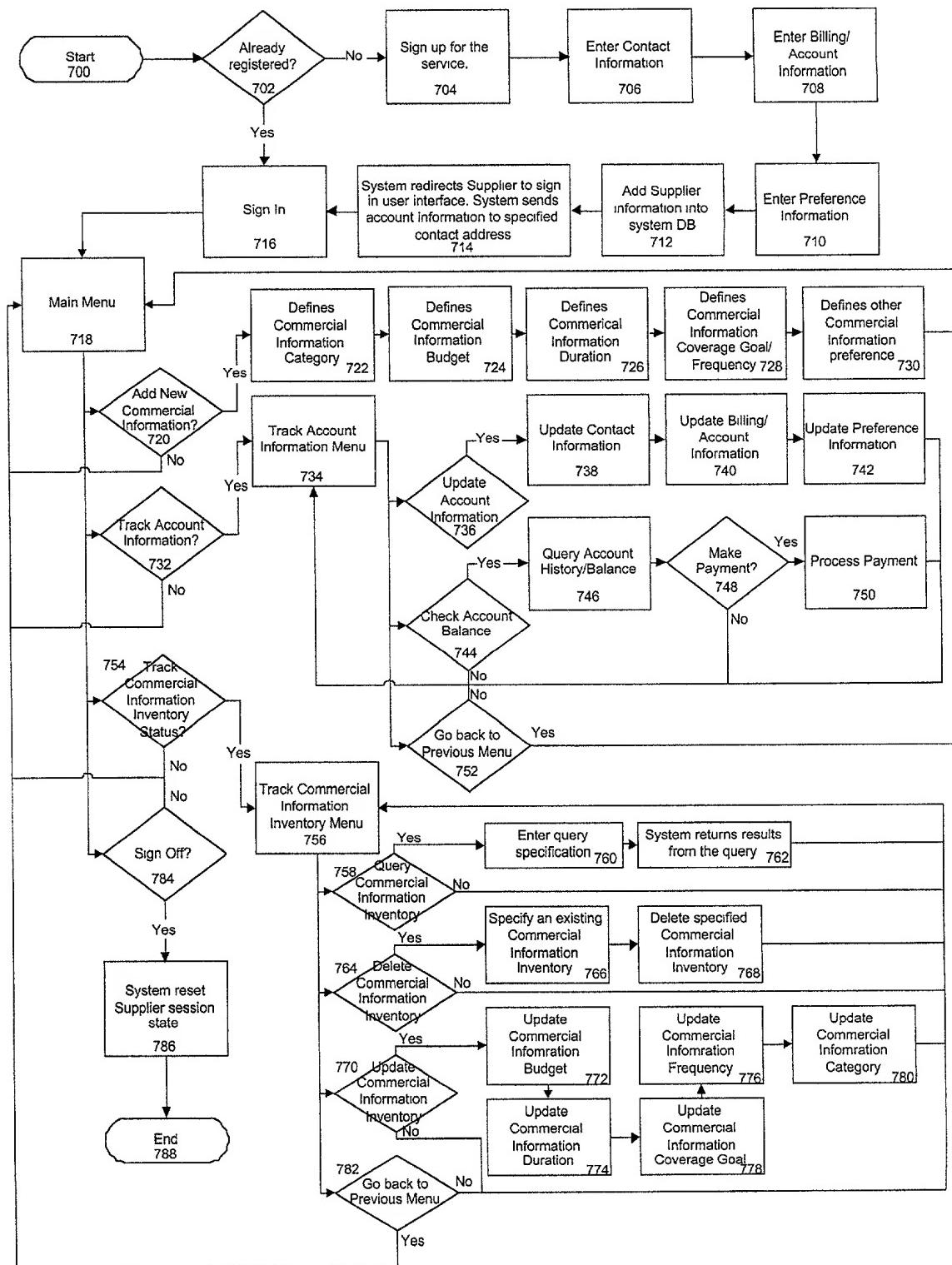
This is an alternative system to the primary system of Figure 1

Figure 11

## SUBSCRIBER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



## SUPPLIER INFORMATION ACCOUNT HOLDER USE CASE FLOW CHART



## SYSTEM USE CASE FLOW CHART

